

School of Tourism and Hospitality

Programme: Post Graduate Diploma in Tourism and Hospitality Management (PGDTHM)

(Awarded by Nanyang Institute of Management)

This course is specifically designed for professionals or graduates who plan to switch their careers and be part of the dynamic tourism and hospitality industry. Its aim is to introduce to these students the current and future trend of the tourism and hospitality industry. Students will benefit from learning from industry practitioners that will enable them to gain in-depth understanding of the industry, and in providing them with the opportunities to learn hands-on through their 6 months industrial attachment with renowned hospitality companies in Singapore.

Course Objectives

Key learning outcomes in the programme are:

- To prepare students with the fundamental knowledge and necessary skills required for a profession or successful career change in the tourism and hospitality industry.
- To expose students' in areas ranging from wide-ranging tourism and hospitality operations and management, event and marketing, food and beverage operation to room operation.
- To enable students to consider entrepreneurship in tourism and hospitality industry as an option

PGDTHM Module Synopsis

1. Tourism Operations Management Applications

This module aims to provide students with comprehensive skills and knowledge required to use a Global Distribution System (GDS) by Amadeus. It is an essential sales tool for travel professionals.

The system allows creating airline reservation for individual and/or group traveler and perform other functions like allocating seats, meal or facilities request, itinerary modification, mileage and mathematics calculation, metric and currency conversion, check calendar, date and time difference calculation, encode or decode city, airport, country, currency, state, province and airlines.

Assessment: 100% Coursework

2. Hotel Operations Management Applications

In this module, students will gain an insight into the workings of a Property Management System (PMS) used in the accommodation / lodging industry, introduced to operational aspects of the front desk department which include positioning of the front desk, selecting a Property Management System (PMS) and its applications.

Students will be equipped with the essential skills and knowledge necessary for them to operate and perform various functions relating to hotel guest profiles, reservations, setting up special requests, assigning of rooms, checking in/out and guest accounts management.

Assessment: 100% Coursework

3. Food and Beverage Operations

This module aims to provide students with a comprehensive introduction to food and beverage operations and an overview of the food and beverage industry. It seeks to develop an understanding of the structure of the industry focusing both on the foodservice operations.

Students will gain knowledge of the main theories and concepts that underpin the developments in the food and beverage industry with focus on restaurant's operations ranging from product knowledge, restaurant service and beverage service.

Assessment: 100% Coursework

4. Managing Service Excellence

Having a robust customer service team and system is essential and key to any organization success, and it often plays an important role in client satisfaction.

This module aims to introduce students to the principles, concepts and models on service

quality and excellence. Students will develop a deep understanding of what specific skills and strategies are needed through role playing and class discussion that lead to successful implementation of service quality in the tourism and hospitality organization.

Assessment: 100% Coursework

5. Special Events Management Exhibition and Conventions

The course aims to provide students with the practical and theoretical knowledge in the organization and management of special events, meetings and conventions. A key part of this module is the project work, which will allow students to experience a broad range of events and also enable them to understand the issues involved in planning and managing events.

In addition, students will also learn to manage staff and staffing problems; how to ensure the safety of everyone involved; risk management; financial control; legal compliance and evaluate the success of the event they stage.

Assessment: 100% Coursework

6. Tourism and Hospitality Marketing

This module examines the role of marketing in a tourism and hospitality environment. The marketing topics provide an insight into the customer service approach in the tourism and hospitality service industry. A particular focus of the module is the effective linkage of marketing theory to communication tools.

The conceptual approach to marketing provides a simple yet comprehensive review of classical marketing approaches to the modern day scenario. The module engages local and international examples to give a realistic comparison of marketing as it is understood and situates many relevant case studies for further thoughts and discussion.

Assessment: 100% Coursework

7. Entrepreneurship in the Hospitality Industry

This course is designed to introduce students the nature and role of the entrepreneurial function within the Hospitality Industry. The module discusses theories, concept on formalities associated with the commencement of a new business start-up, buying an existing business or franchising, and challenges entrepreneur faced.

Key topic includes preparation for entrepreneurship, evaluation of entrepreneurial opportunities and strategies for entrepreneurial ventures.

Assessment: 100% Coursework

8. Hospitality Operations Management

This module will provide coverage on the history, development and structure of the lodging industry and the operational skills and knowledge necessary to effectively supervise and run the various departments in the hotel industry.

During the course, students will be exposed to the key operating departments of a hotel including front office, housekeeping, and safety & property security that are so vital to the success of a hotel.

Assessment: Combination of written assignments, project or examinations

9. Integrated Project - Industrial Attachment

Industrial Attachment is an important aspect and component of a students' development. As a part of course curriculum, Tourism and Hospitality's students are expected to undertake a 6 month industrial attachment in the dynamic tourism and hospitality industry.

The aim of the Industrial Attachment is to enhance classroom learning experience through involvement in industrial and commercial exposure, thus enabling students to relate theoretical concepts with practical situations and at the same time develop and enhance professional awareness and communication skills of the students.

NIM will facilitate in the arrangement and process of student's entire Industrial Attachment. Student may opt do an Integrated Project in place of the Industrial Attachment. The Integrated Project provides an alternative opportunity for students to integrate their knowledge through application to a practical based class-room project within the selection of the student's choice of industry. Preferably, this project focuses on an identified management issues and/or opportunities of an organization.